Customer journey

The customer journey is important to understand because you can identify where a potential customer is and then adapt your message to appeal to where they're at. And the more you can relate to your leads, the better you will be at closing the deal and turning them into customers.

Awareness

Awareness is the broadest step in the customer journey. At this point, individuals may not have heard about you at all. This is their first exposure to you, and they learn who you are and what you do. It's the first impression — and you want to make sure it's a good one!

Leads in this stage don't want to be overloaded with information, but instead just need a taste of your business and what you do.

Marketing activities in the awareness stage could include:

- Email outreach for new nutrition offers
- Events for your ideal client
- Webinars to promote brand awareness
- Advertising that promotes your nutrition services
- Direct mail for services offered
- In-person introduction
- Website content that speaks to your ideal client
- Word of mouth from existing clients
- Social media that educates on nutrition and speaks to your services

These activities will help you introduce your brand to more people, and the more people who hear about you, the more people who will proceed to the next stage of the journey.

Interest

During the interest stage, potential customers *want* to learn more about you and your services. They heard about you and your services resonated with them. These individuals are thinking that they might need your services but they still aren't quite sure.

Marketing activities in the interest stage could include:

- Introductory email campaigns
- Newsletters
- Free resources (like recipe bundles, pre-recorded webinars, nutrition guides, etc.)

These marketing activities should dive a little bit deeper into your services and provide more background on your mission. However, they

should still not push a sale; you don't want to scare leads away at this point. You'll also want to refresh your introductory email campaigns and freebies a few times a year so leads who aren't progressing don't receive the same content from you over and over.

Consideration

At the consideration stage, potential patients are considering choosing your services to meet one of their needs. They've now decided that they do have a need.

Intent

At this point, potential customers intend to sign up for your services. This is where the funnel shifts from marketing to sales.
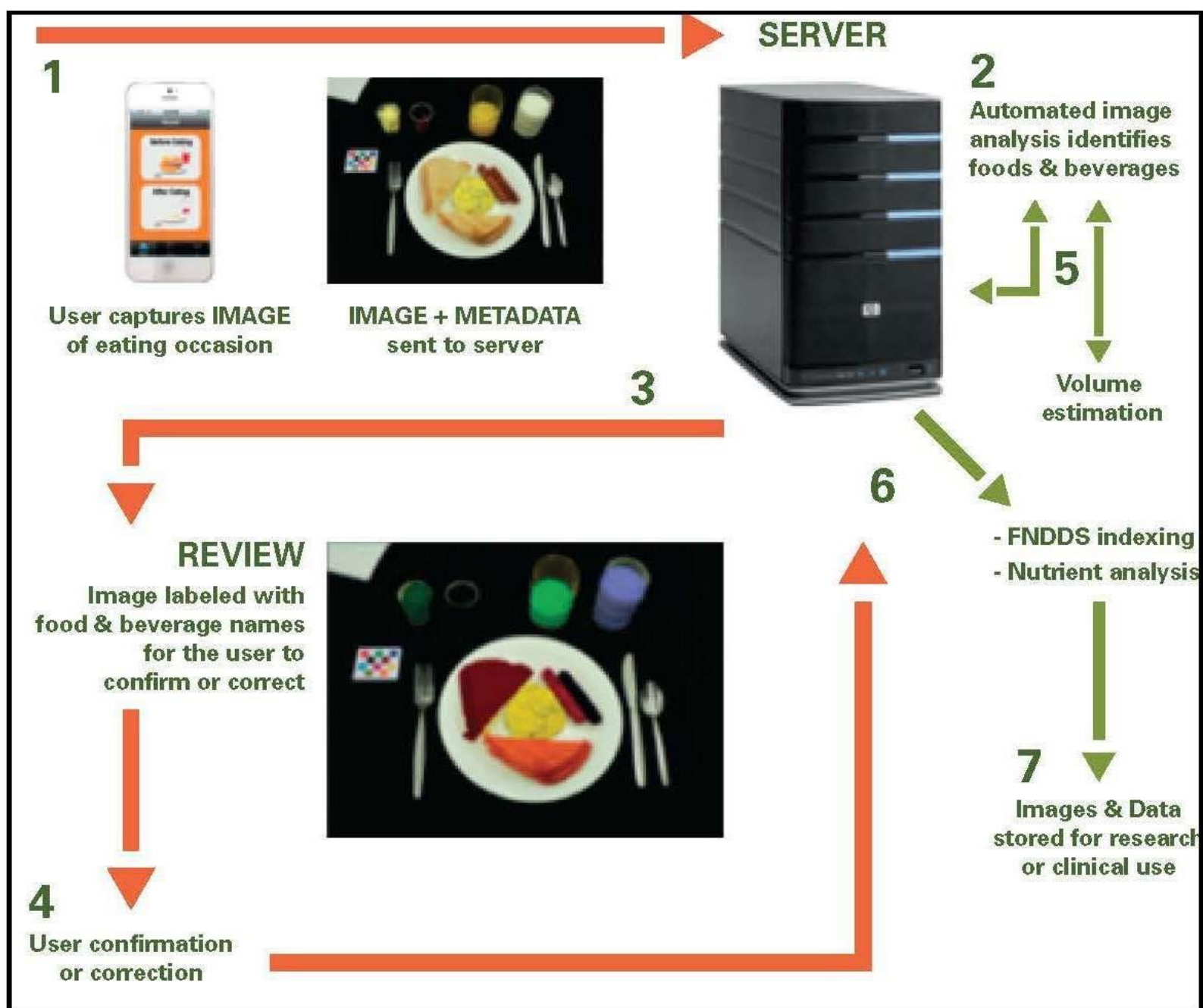
Evaluation

The evaluation stage is a stage in which potential customers make their final decision to choose your services. This is mostly an internal evaluation, but you can work with your lead to help them pull the trigger.
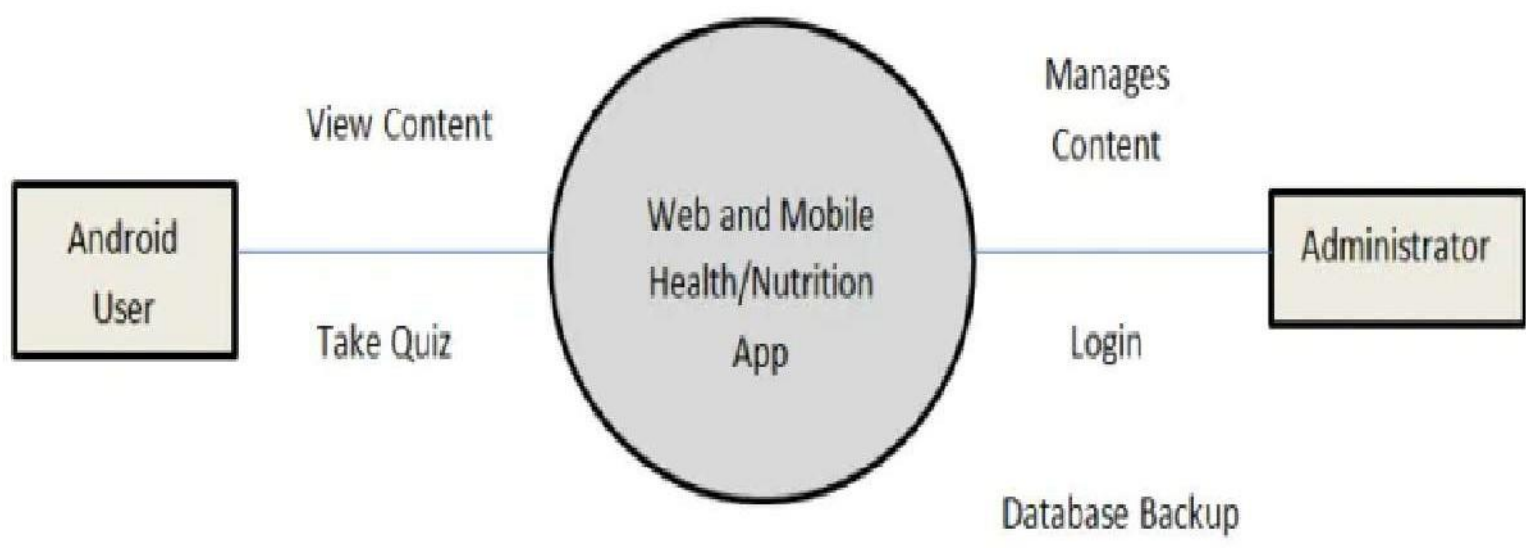
Sales activities common in this stage are:

- Discovery calls
- In-depth product demonstrations

Some people may skip this stage entirely and move from intent to purchase. But some individuals need a little bit more hand holding. The best thing you can do here is be as helpful as possible while not being overbearing.

TECHNOLOGY ARCHITECTURE

SERVER

1
User captures IMAGE
of eating occasion

IMAGE + METADATA
sent to server

2
Automated image
analysis identifies
foods & beverages

5

Volume
estimation

3

REVIEW
Image labeled with
food & beverage names
for the user to
confirm or correct

6

- FNDDS indexing
- Nutrient analysis

4
User confirmation
or correction

7
Images & Data
stored for research
or clinical use

DATA FLOW DIAGRAM

Functional Requirements

 web or mobile application, a nutrition app must have a certain functionality set and a number of basic features that help its users to improve their physical condition and make your health tracking platform differ from your main competitors.

The basic functionality set must include, but not be limited to:

- Profiles;
- Search;
- Food logging;
- Barcode scanner;
- Calorie calculator;
- Changes tracker;
- Messenger (if the app implies communication with a nutrition specialist or a friend);
- Recipe recommendations;
- Meal planner;
- Alerts;
- Notifications;
- Records;
- Payment;
- Support.

Depending on the type of your diet and nutrition web application, it can include different types of users, such as nutrition experts, regular users, vendors, admins, etc. In addition, your diet service can offer more than just tracking food consumption, fitness activity, and calculating calories.

Any diet and nutrition app cost depends on several factors. Main factors that define how much cost you need to spend on your application development are:

- Emergency;
- Difficulty;
- Experience;
- Technology.

Additional factors that have an impact on the financial side of development include, but are not limited to:

- Tools and technology availability;
- Size of the team;
- Platform type and quantity;
- Testing and bugfix necessity.